

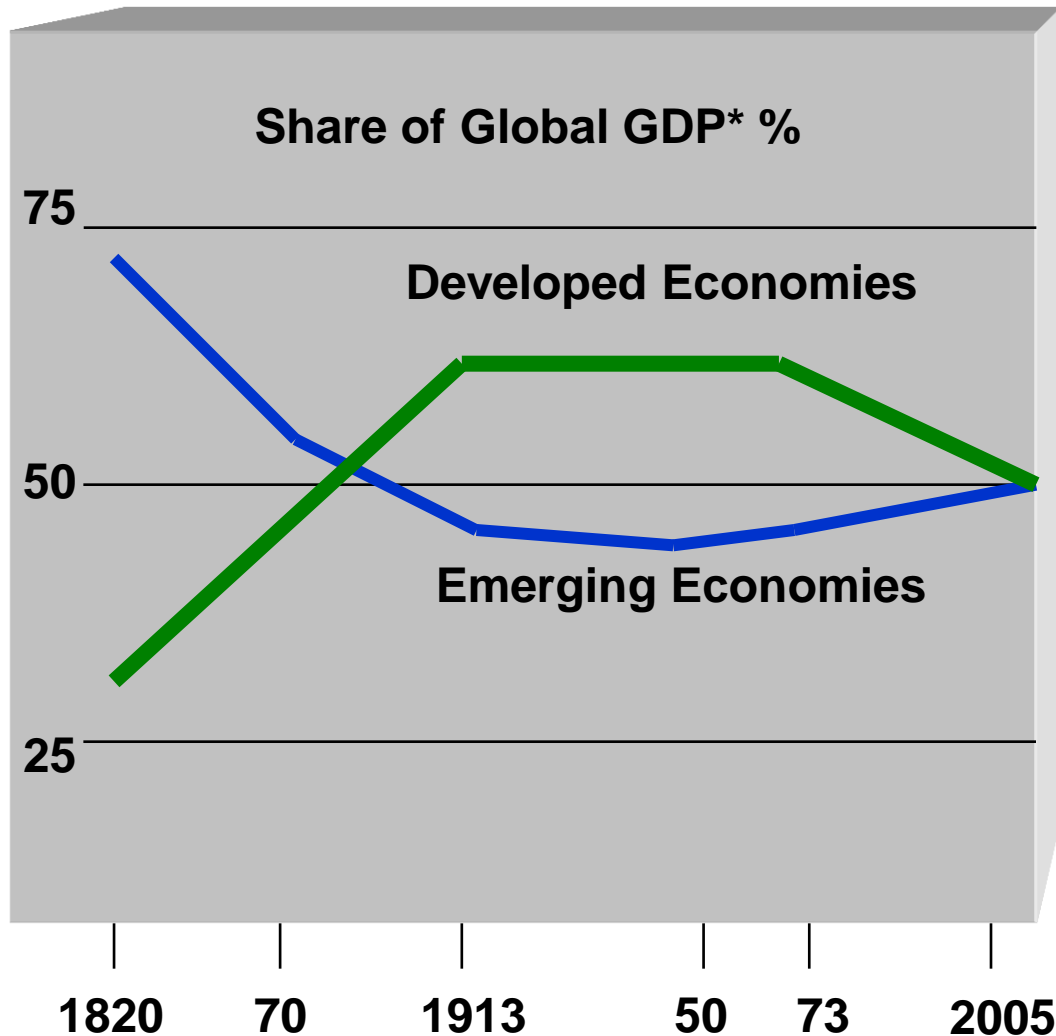


Wealth of the Nation:

The Missing Links

Suvit Maesincee

The Rich Nations No Longer Dominate Global Production



The US and Britain took 50 years to double their real incomes per head

Today China is achieving that in a single decade

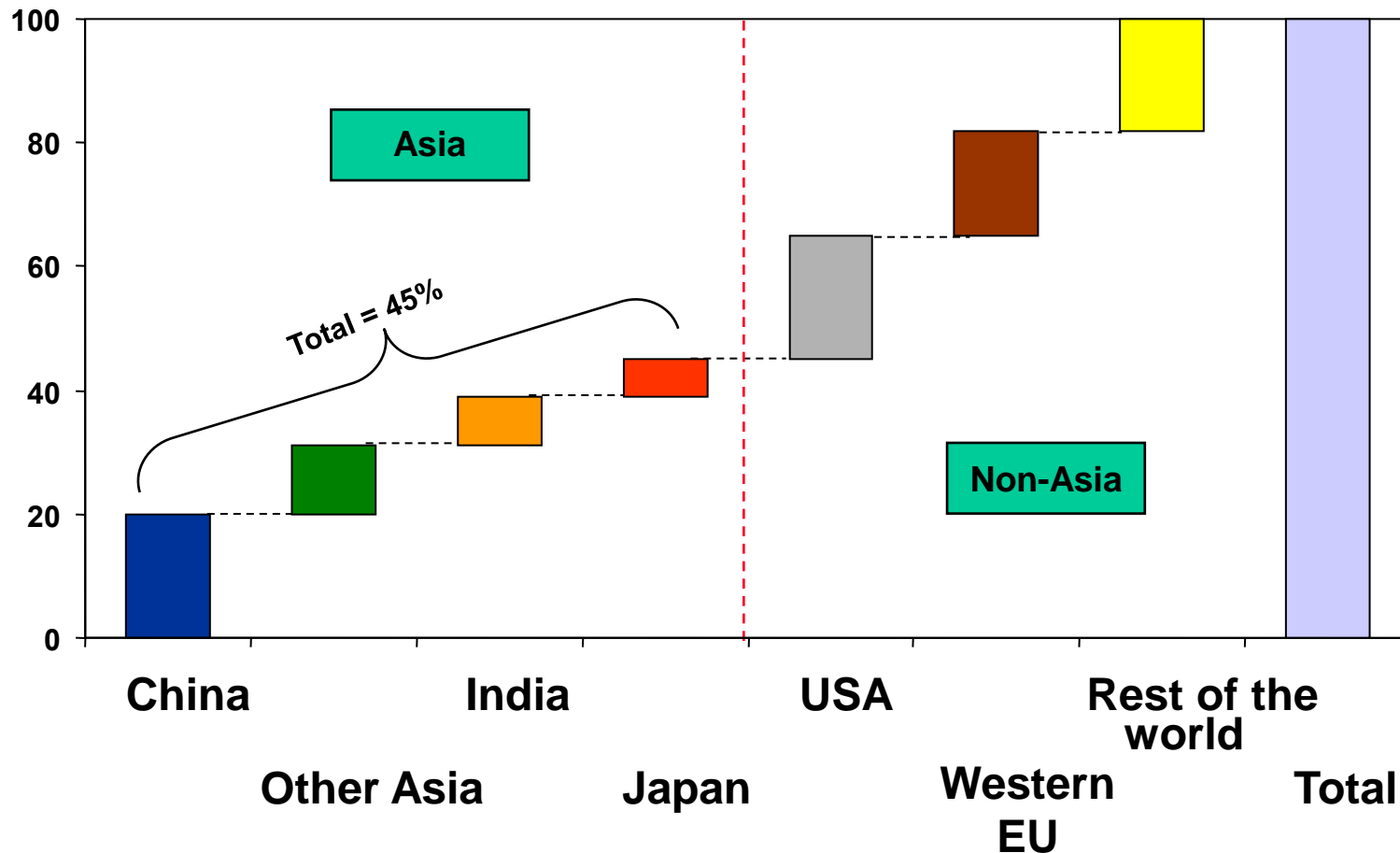
* At purchasing power parity
Source: The Economist Jan 21st-27th 2006

The Geopolitics of 2026

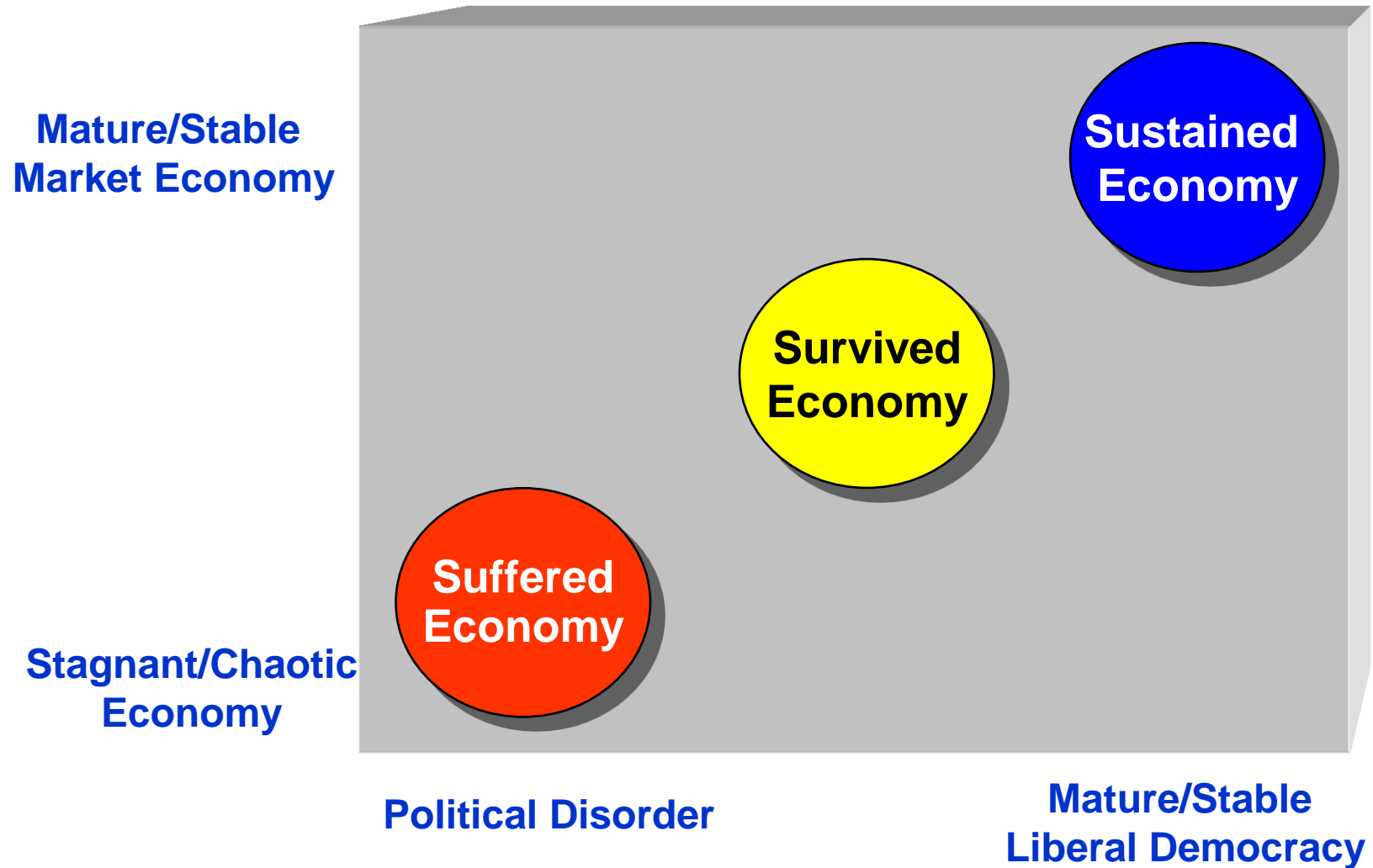
- By 2026 , China's economy will be bigger than the US
- India's will be much larger than that of any individual European country
- The press will be full of articles about “Asian Value’ and the “Beijing Consensus”
- There will be a fierce global scramble for oil, water and skilled labor
- As economic might shifts from the north and west to the south and east, so will the cultural power
- Ancient civilizations like China and India will become more self-confident and will project their own ideas on to concept such as democracy, freedom and the rule of law

Asia Expected to Be a Bigger Part of World By 2015

Forecasted Share of World GDP 2015



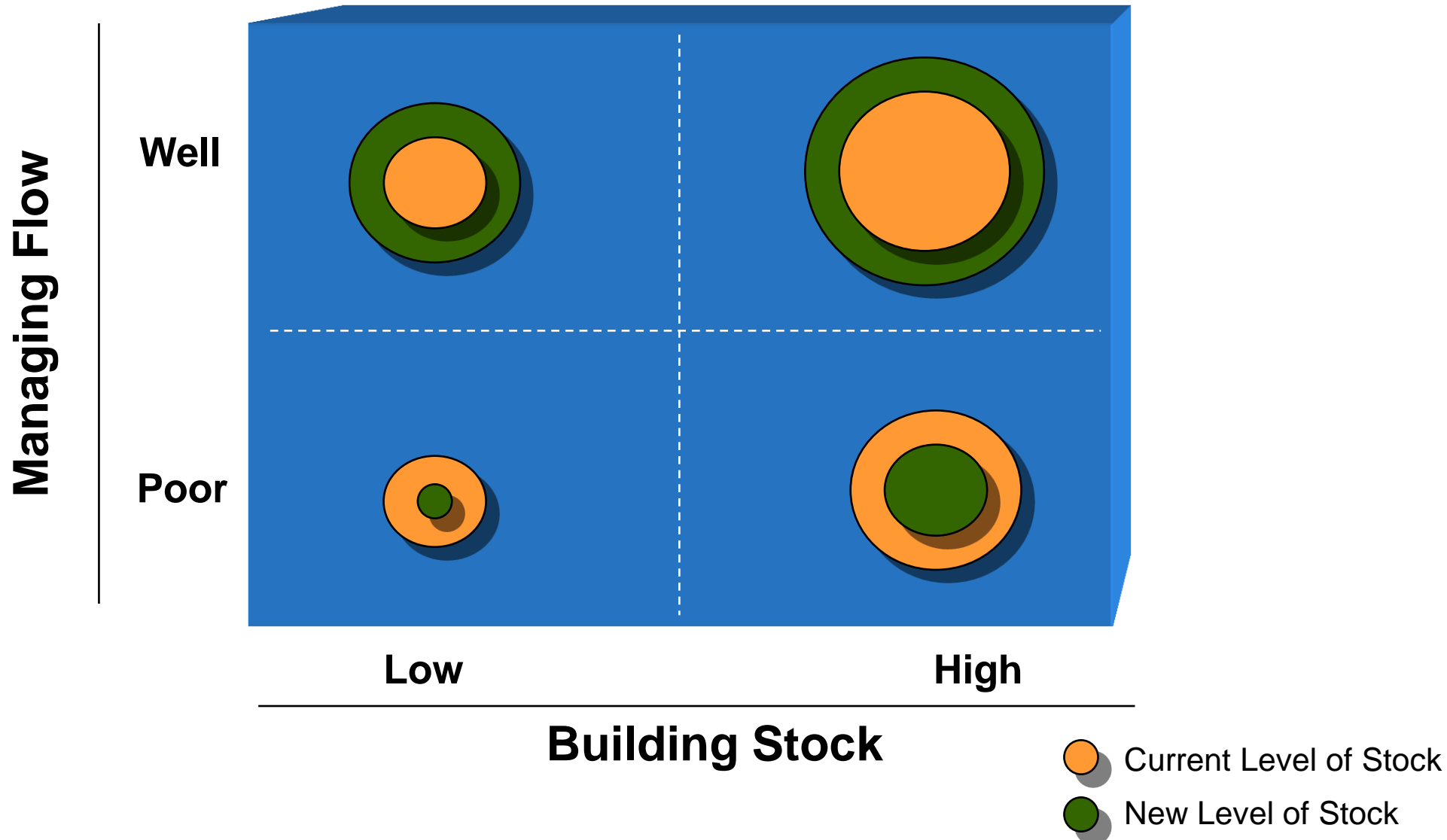
Three Clusters of Nations



Globalization like a force of gravity

- It is unavoidable
- It is better to think how to make use of it
- View it as an opportunity to speed-up the nation wealth building process

In an Era of Globalization, a Healthy Economy Relies on Ability to Build Stock and Managing the Flow



Wealth of The Nation Redefined

▲ Wealth of the Nation =

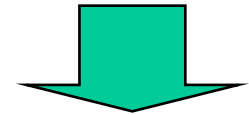
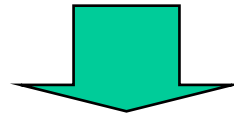
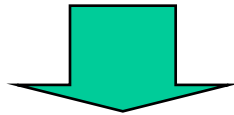
▲ Opportunities

X

▲ Strategy

X

▲ Capability



Parameter

Openness

Attractiveness

Competitiveness

Wealth of The Nation Redefined

**Assumption
About
Environment**

**Global
Forces & Trends**

Openness

- **Opportunities**
- **Threats**

**Assumption
About
Scope of Business**

**Nation's Competitive
Position**

Attractiveness

- **Value Creation**
- **Differentiation**

**Assumption
About
Competencies**

**Nation's Competitive
Advantage**

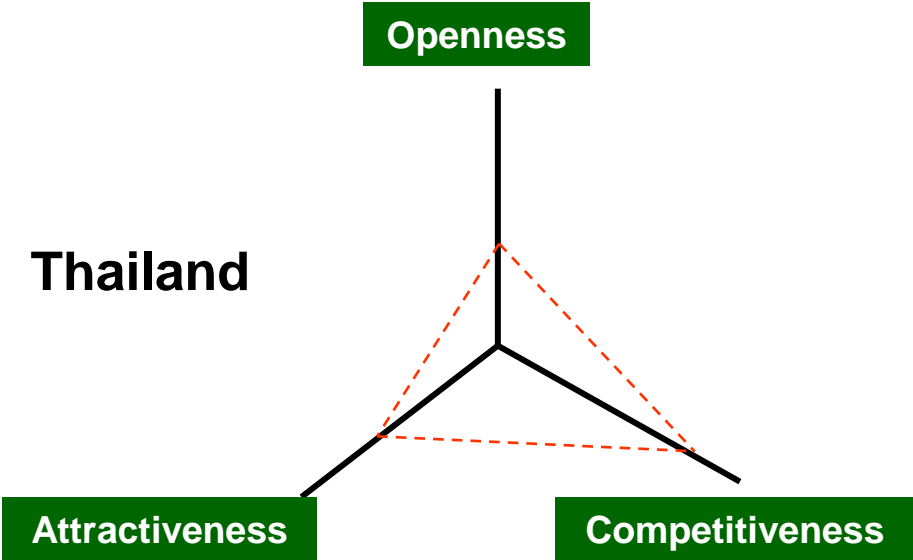
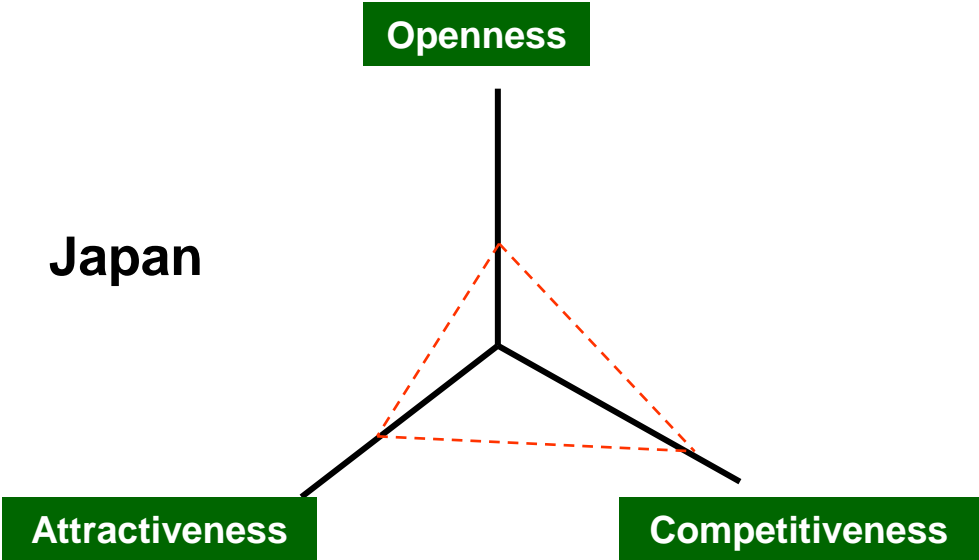
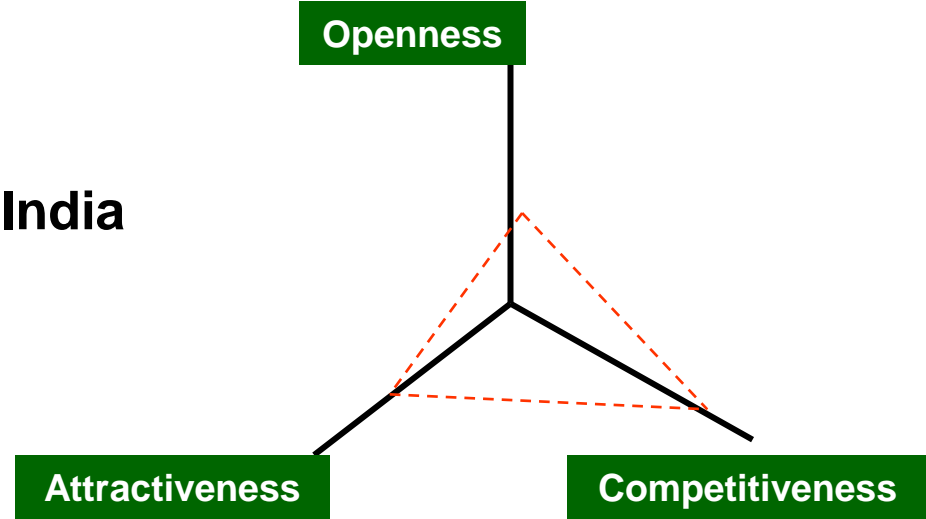
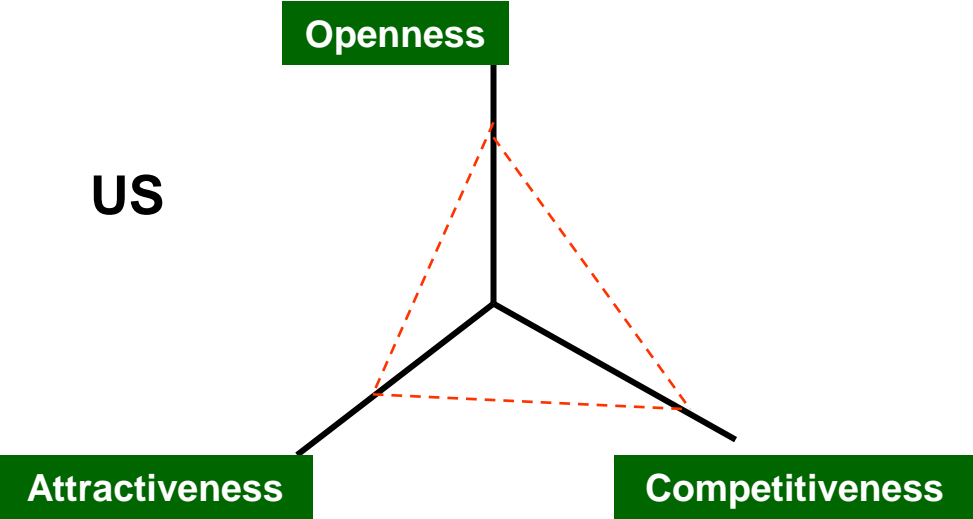
Competitiveness

- **Strengths**
- **Weaknesses**

Wealth of The Nation Redefined

Parameter	Scorecard	US	Japan	India	Thailand
Openness	<ul style="list-style-type: none"> • Free Flow of Goods & Services • Free Flow of Capital • Free Flow of Talents 	X	X	X	X
		X	X	X	X
		X	X	X	X
Attractiveness	<ul style="list-style-type: none"> • Business Attractiveness • Geographical Attractiveness • Cultural Attractiveness • People Attractiveness 	X	X	X	X
		X	X	X	X
		X	X	X	X
		X	X	X	X
Competitiveness	<ul style="list-style-type: none"> • Comparative Advantage • Competitive Advantage • Competencies 	X	X	X	X
		X	X	X	X
		X	X	X	X

Wealth of The Nation Redefined



Wealth of the Nation--The Missing Links

Globalization

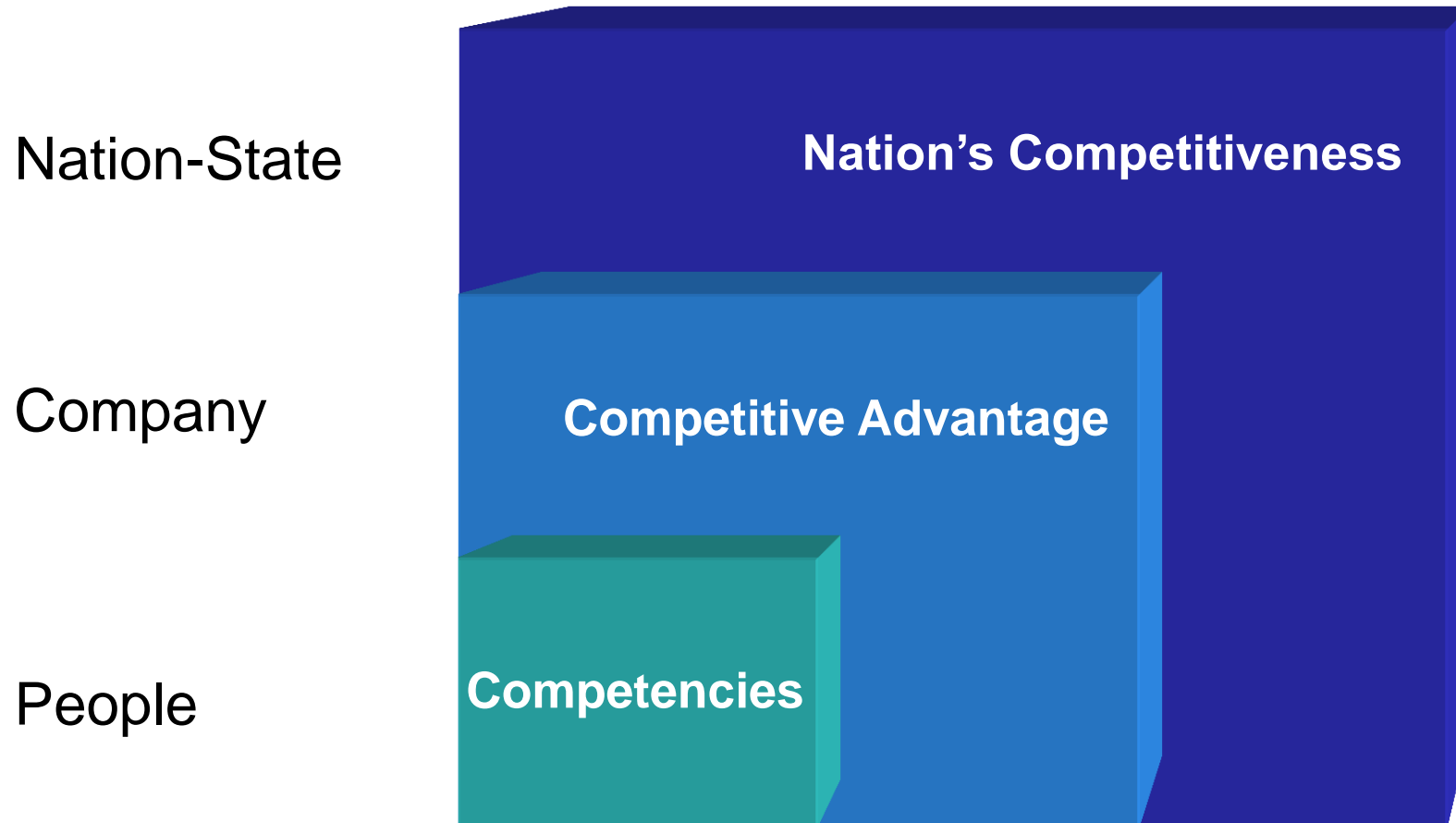
**Sufficiency
Economy**

**People
Centricity**

**Sustainable
Development**

**Wealth of the
Nation**

Desired Wealth of the Nation



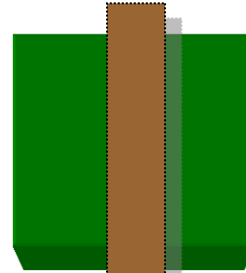
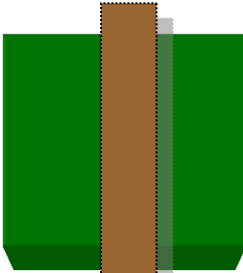
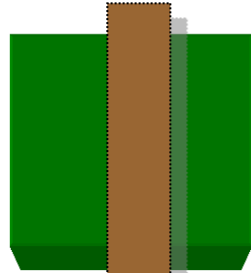
In the Past

Nation 1

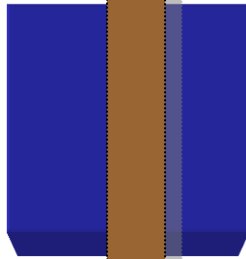
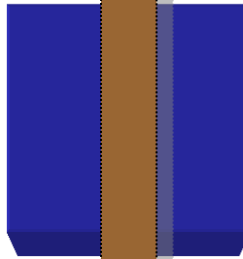
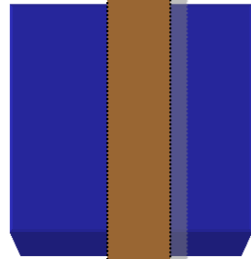
Nation 2

Nation 3

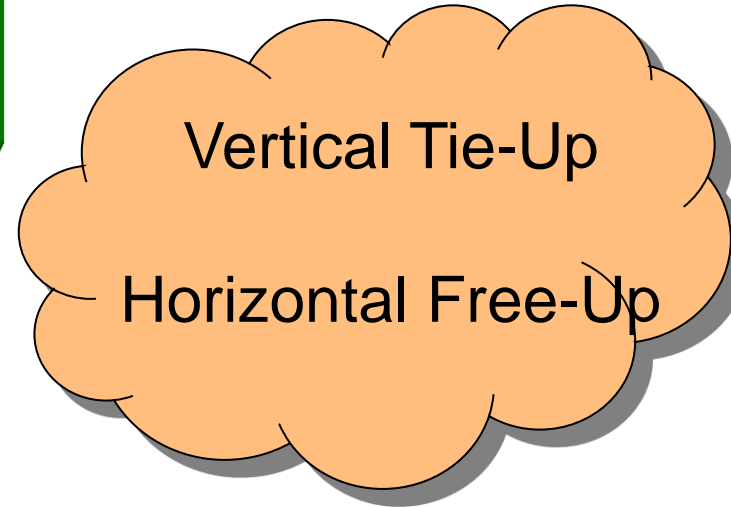
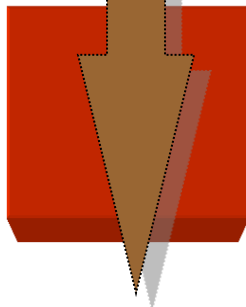
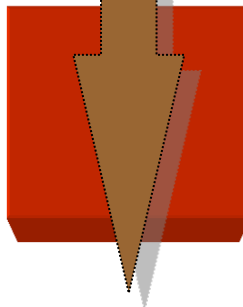
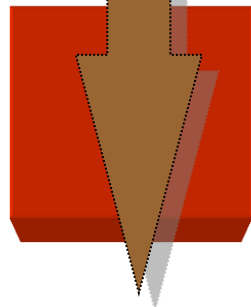
Nation-State



Company



People



Vertical Tie-Up

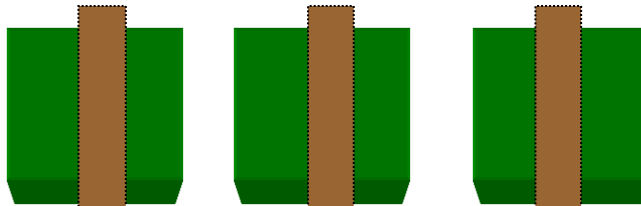
Horizontal Free-Up

From Now On

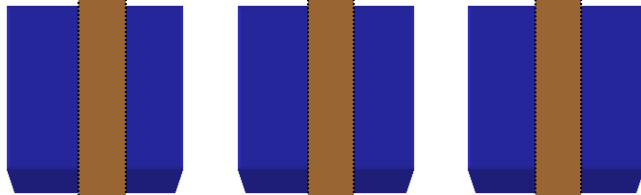


Nation 1 Nation 2 Nation 3

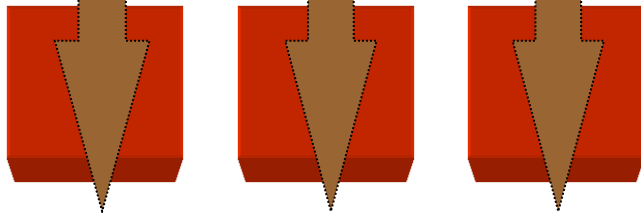
Nation-State



Company

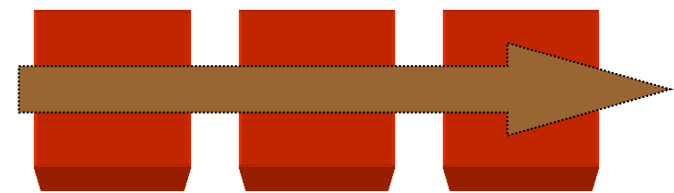
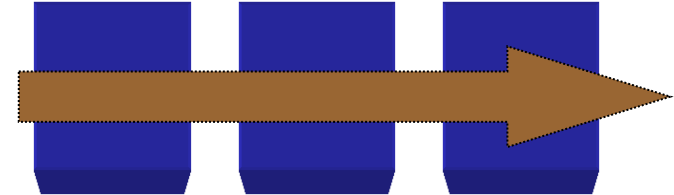
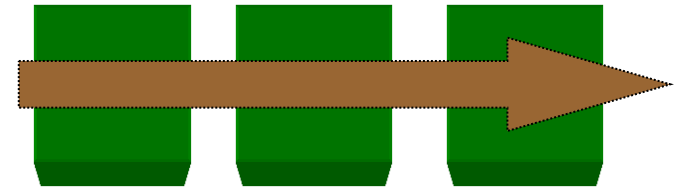


People



- Vertical Tie-Up
- Horizontal Free-Up

Nation 1 Nation 2 Nation 3



- Vertical Free-Up
- Horizontal Tie-Up

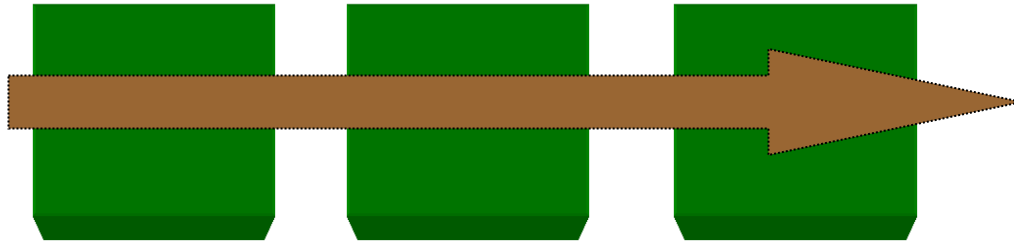
From Now On

Nation 1

Nation 2

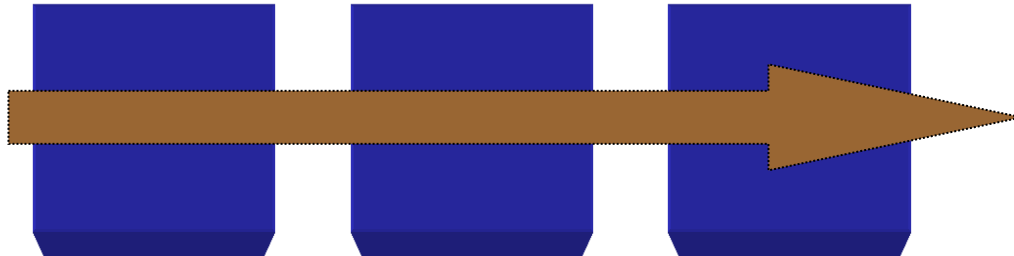
Nation 3

Nation-State



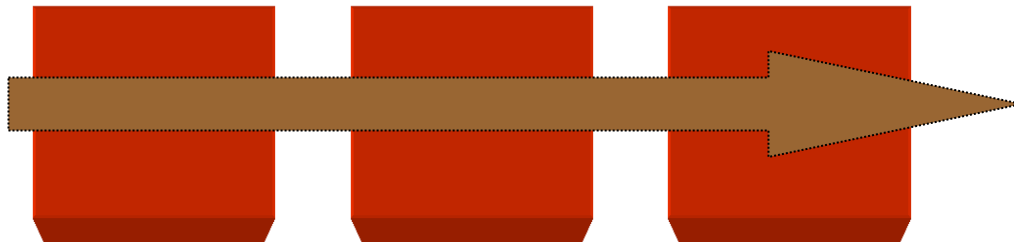
e.g. OLPC

Company



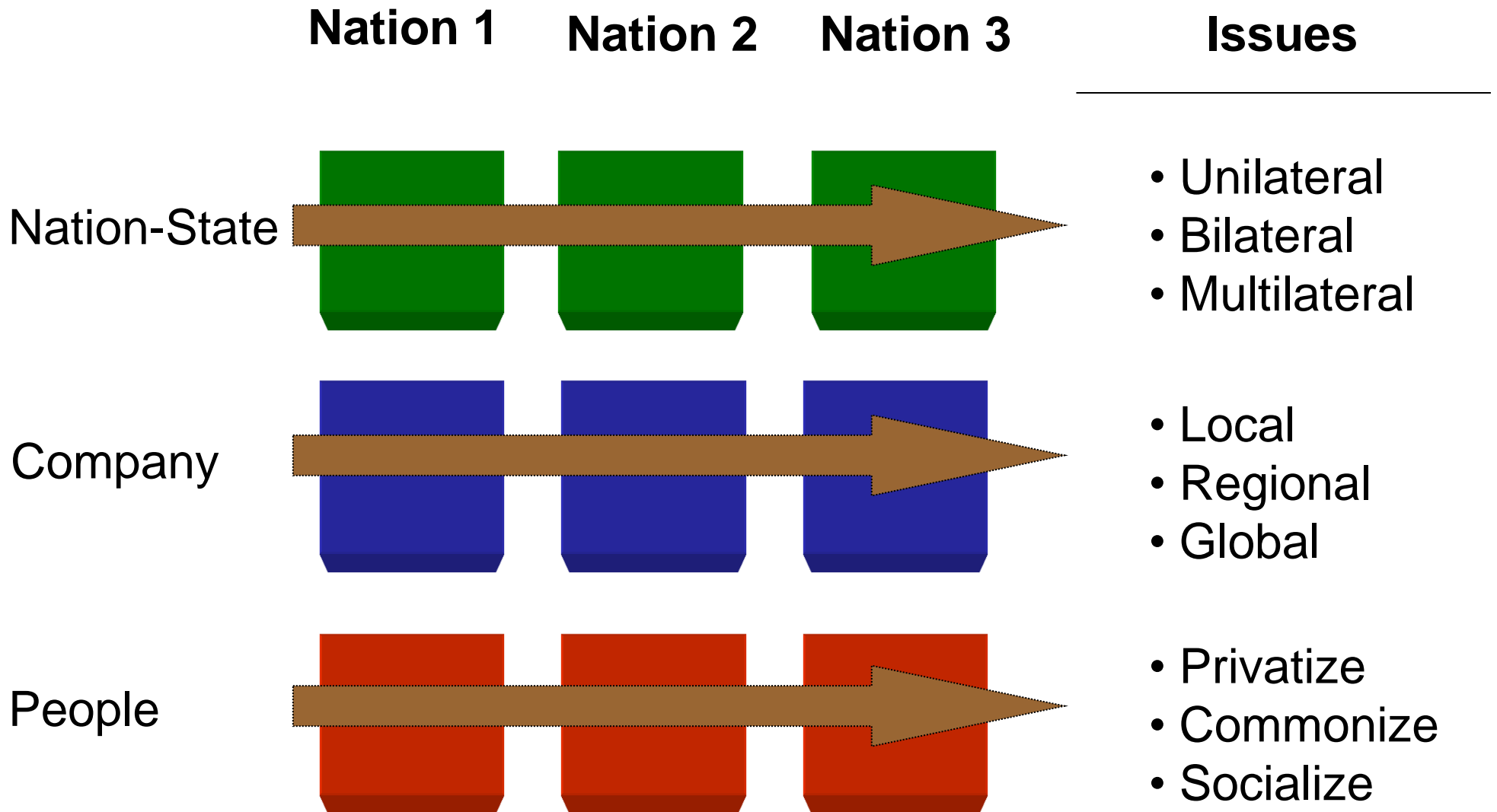
e.g. iPod

People



e.g. Korean Wave

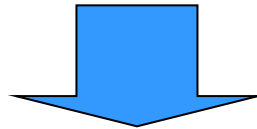
From Now On



People is the Key Development Energy for the Nation's Wealth Building in the 21th Century

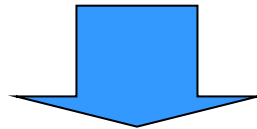
People-Centric
Development
Strategy

Empower People



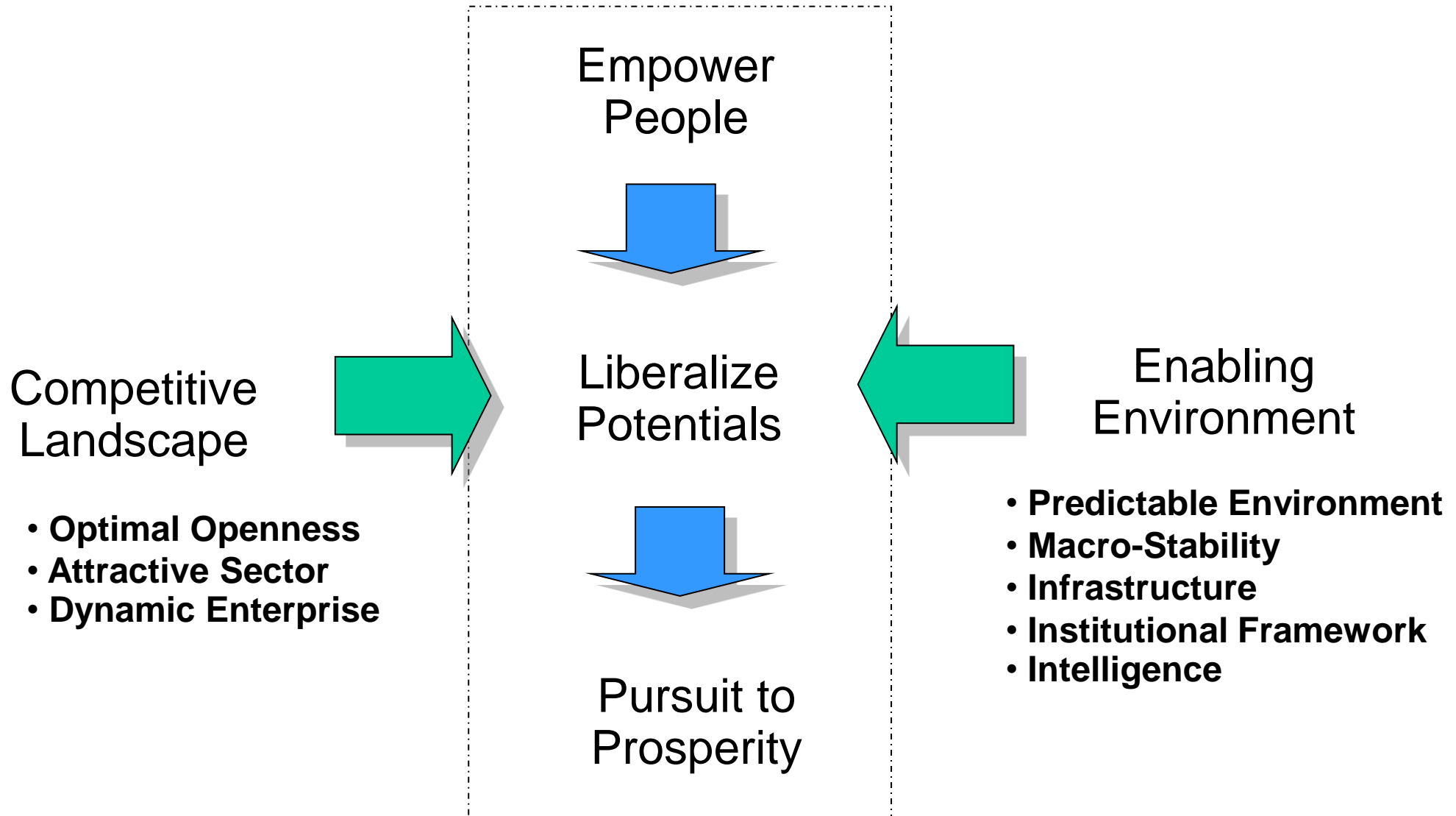
- Invest in People
- Equal Opportunities
- Entrepreneurial Culture
- Distributed Creativity
- Peer Production
- Democratization of Information

Liberalize Potentials



Pursuit to Prosperity

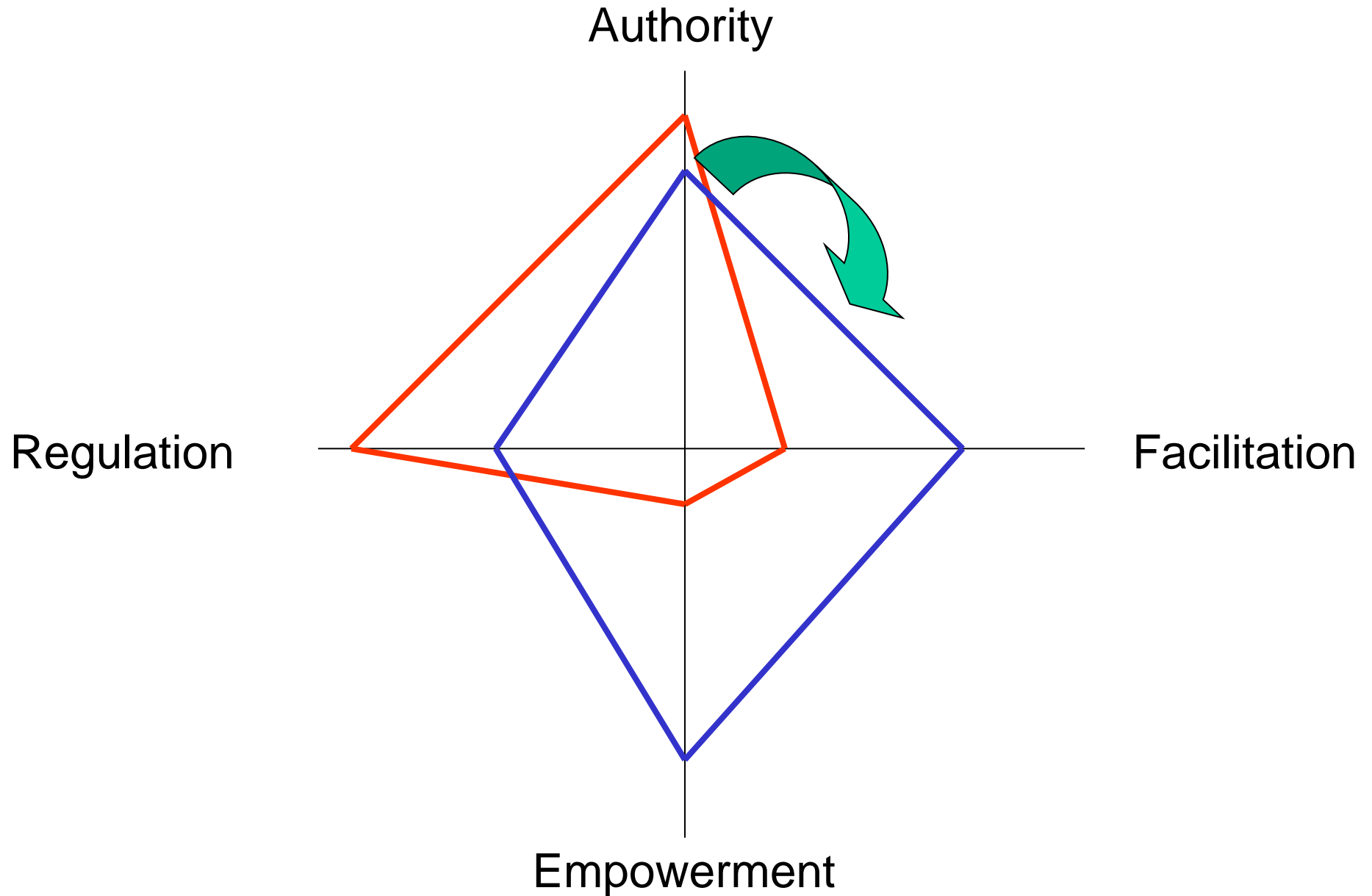
People is the Key Development Energy for the Nation's Wealth Building in the 21th Century



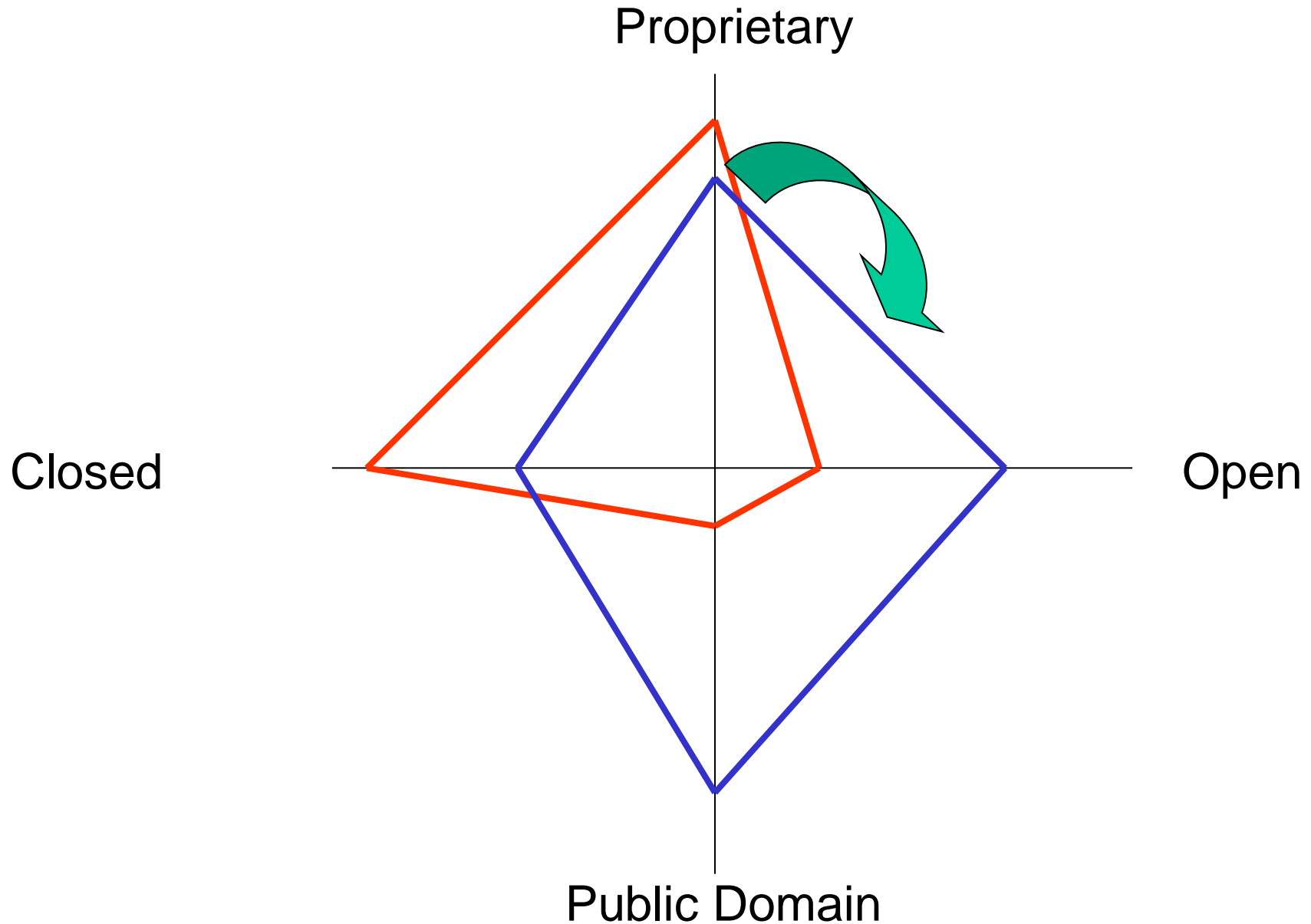
People Centric Drivers

- Citizen Centric Government
- Open Innovation Economy
- Knowledge Based Enterprise
- Smart People

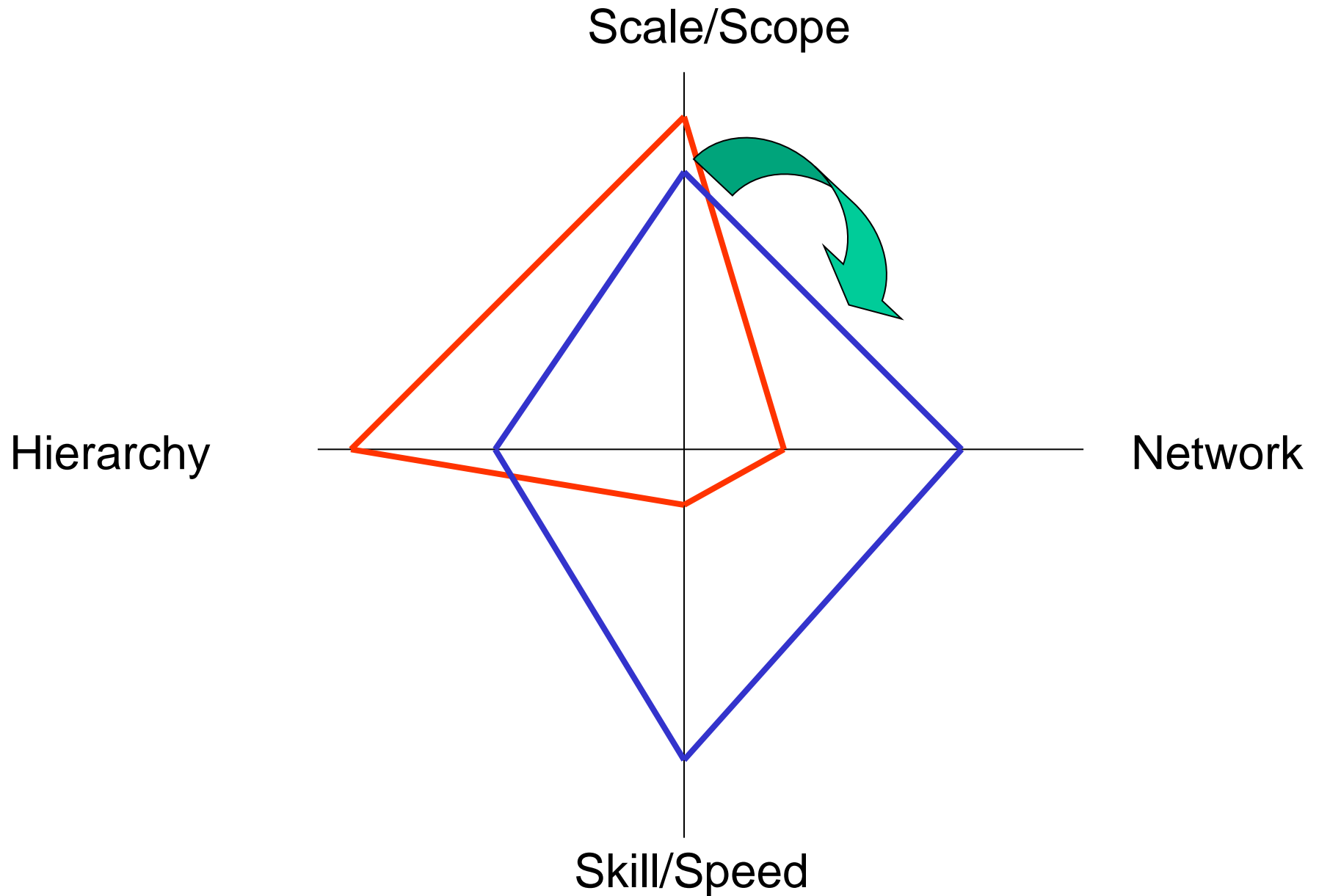
Citizen Centric Government



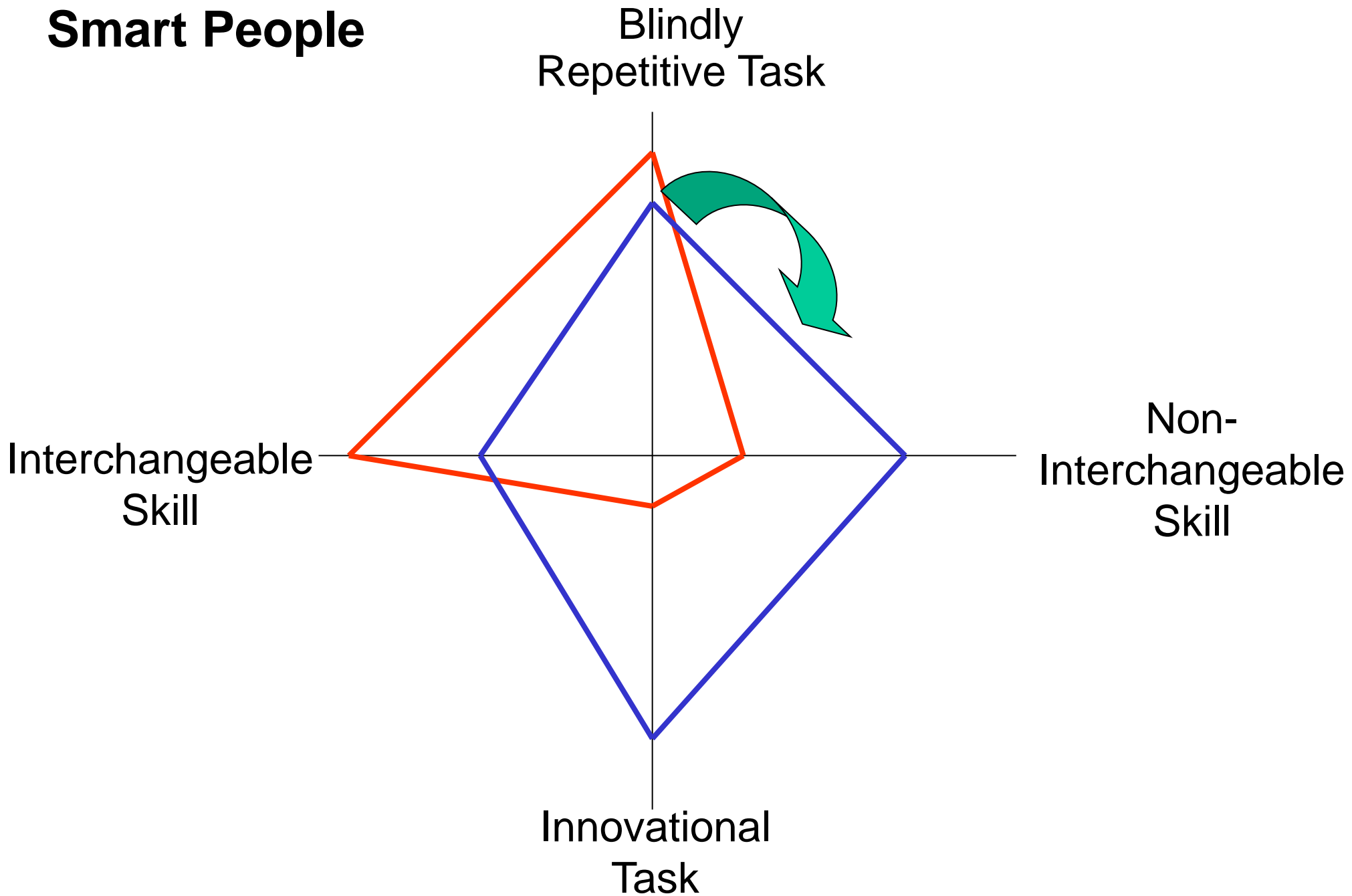
Open Innovation Economy



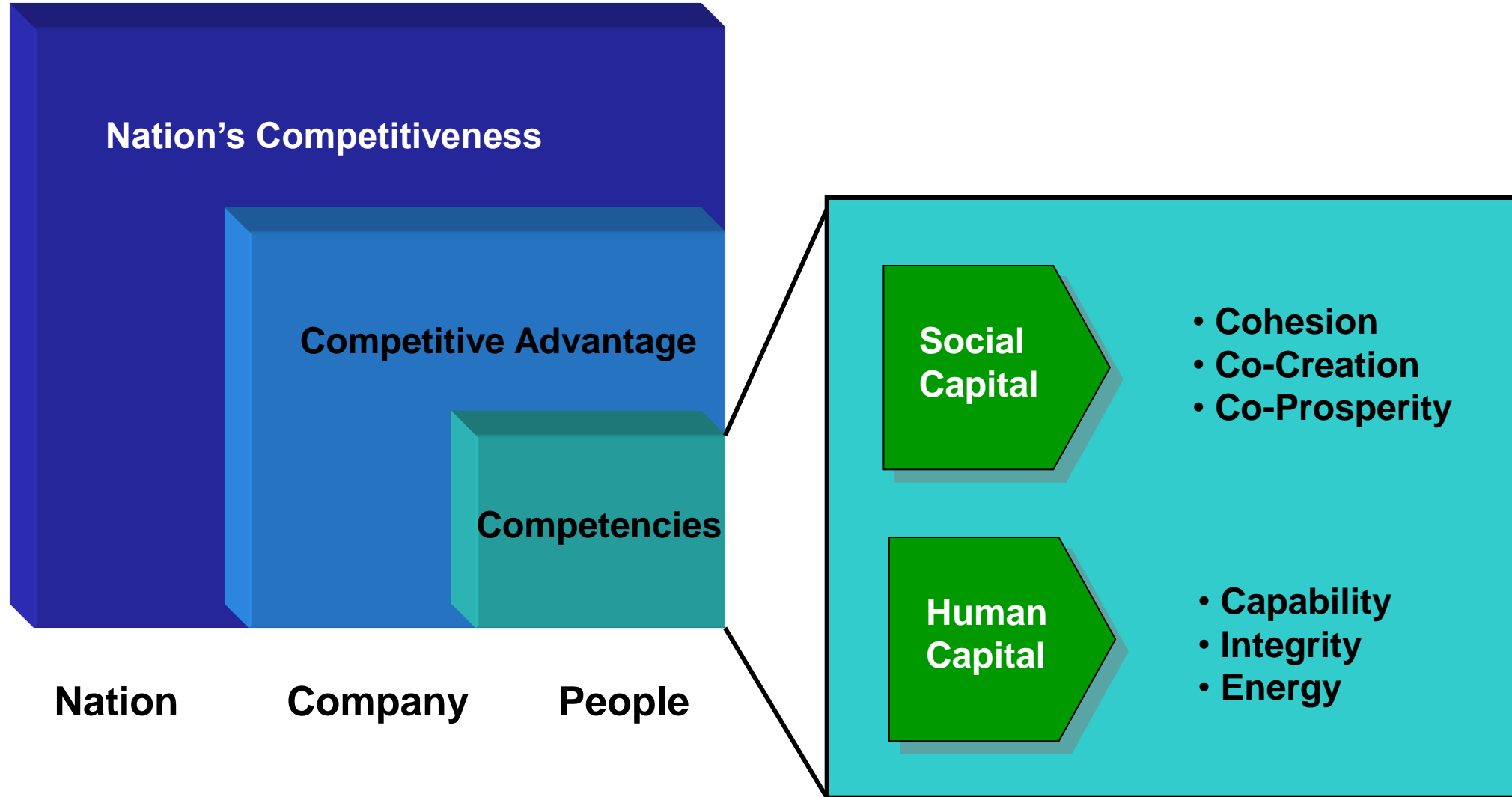
Knowledge Based Enterprise



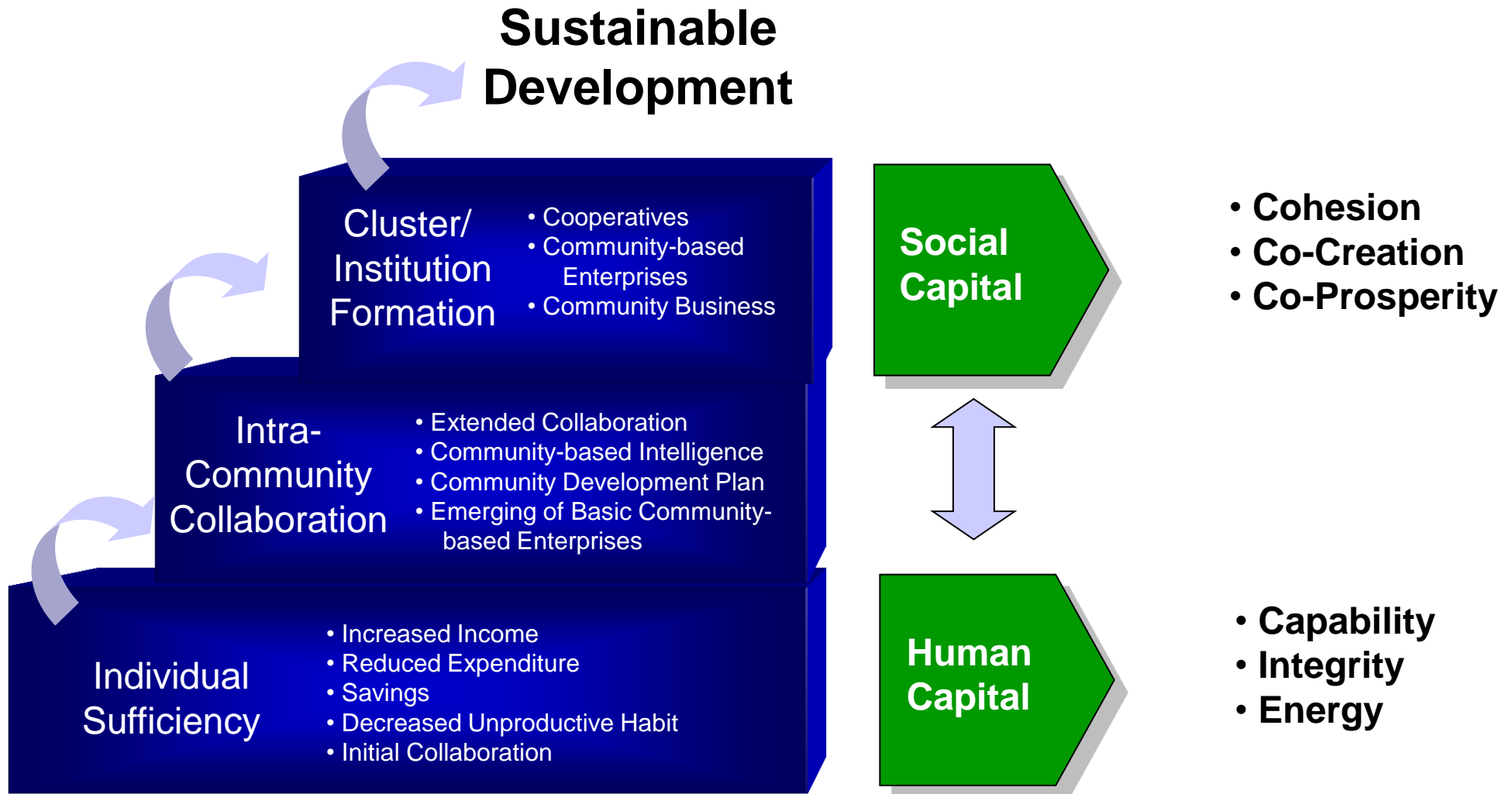
Smart People



People Centric Wealth System

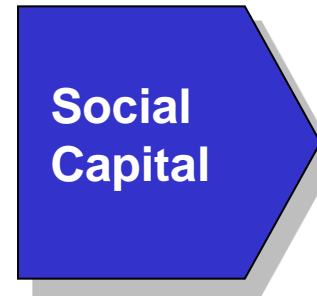
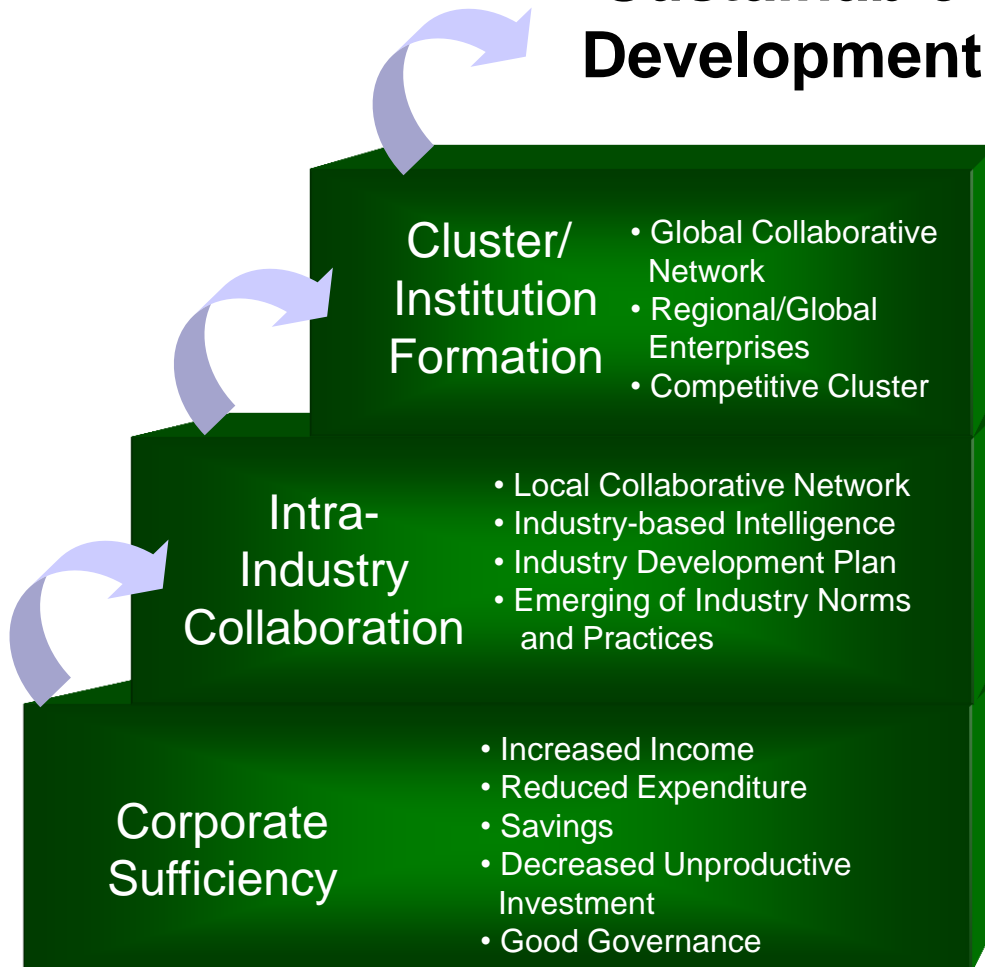


Sufficiency Economy is the Foundation for Sustainable Development

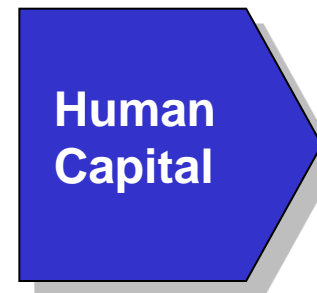
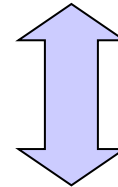


Sufficiency Economy is the Foundation for Sustainable Development

Sustainable Development

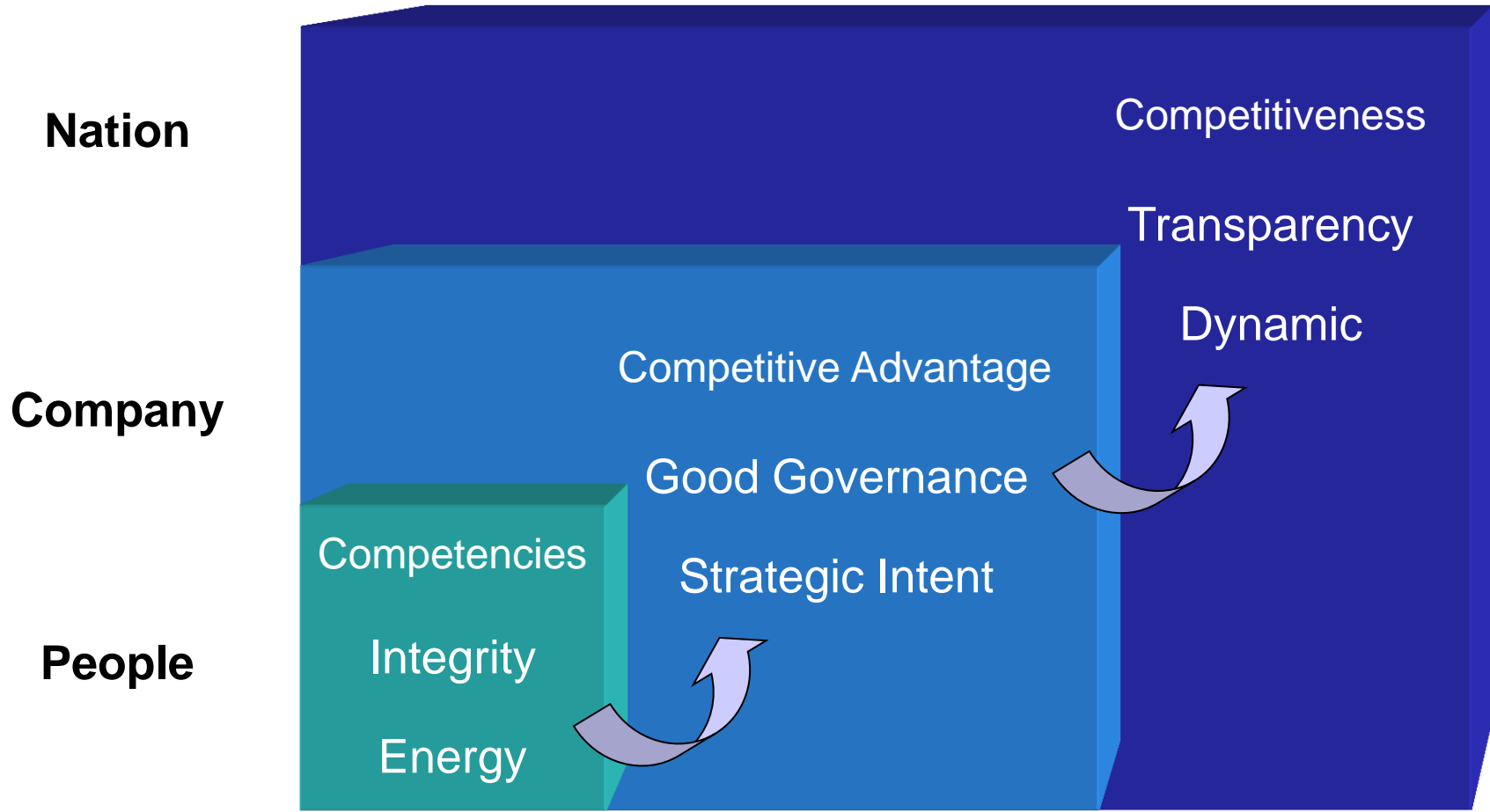


- Cohesion
- Co-Creation
- Co-Prosperity



- Capability
- Integrity
- Energy

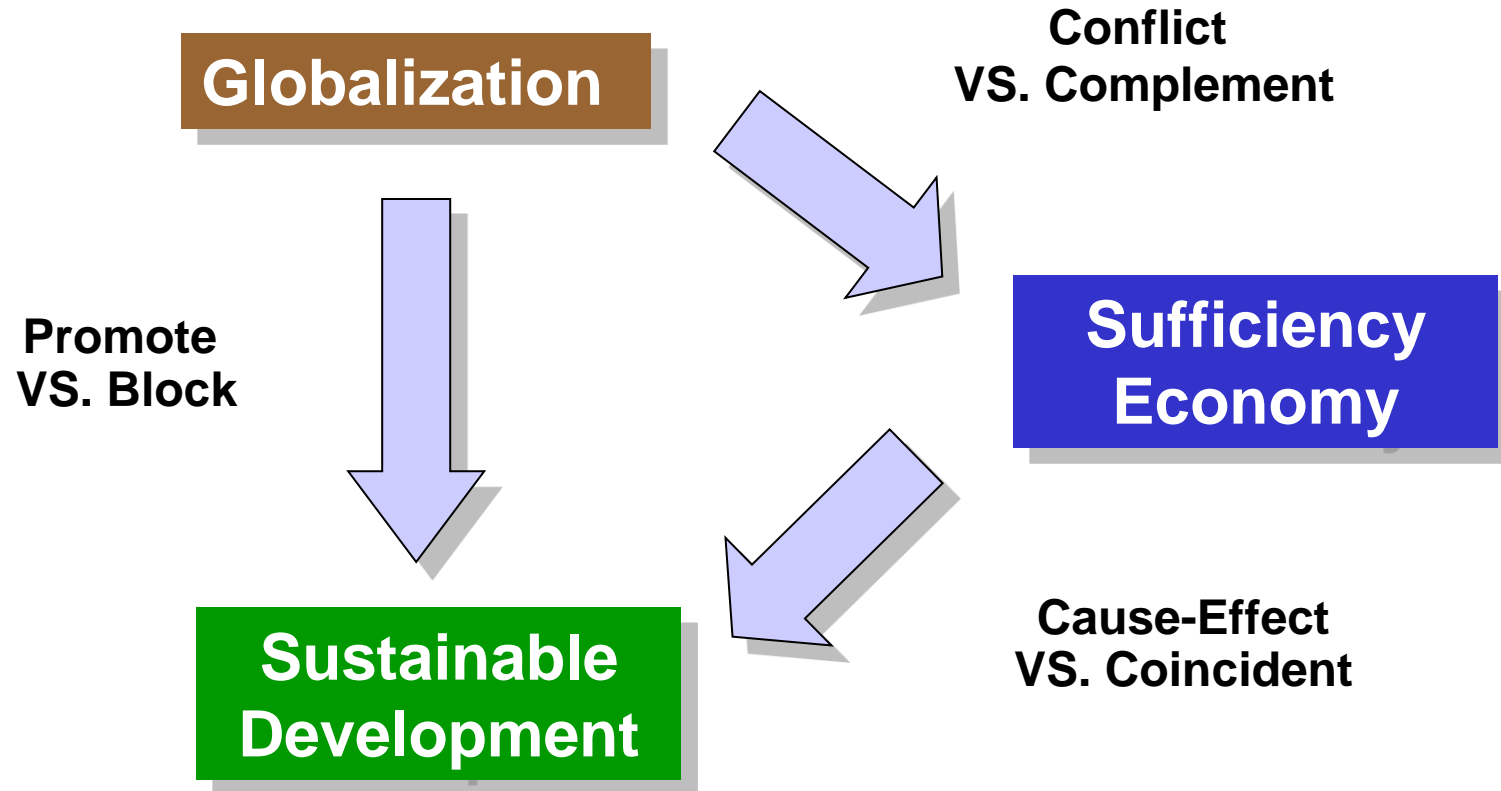
People Centric Wealth System



Wealth of the Nation Redefined

		Human Capital
		<hr/>
	Return on Intellectuals	Capability
	+	
People Centric ROI =	Return on Integrity	Integrity
	+	
	Return on Intention	Energy

The Links to Nation's Wealth Building



Sufficiency Economy as a Root of Nation's Wealth Building

